

## ABSTRACT

A system and methods for providing location based services to a mobile station in a cellular wireless system. The system includes components that interact with position determining equipment to locate the mobile station within a region that is defined by a service provider. Once the system determines what service is being requested by the mobile station, the system associates the position of the mobile station with a provider-defined region that encompasses the location of the mobile station. A feature of the invention is the manner in which the system associates the provider-defined regions by first determining how the service provider's regions are categorized. The system contacts the service provider for the region over the Internet, and requests information that is appropriate to the position of the mobile station. With this method and system, a mobile station may request information on services that are available in his vicinity.